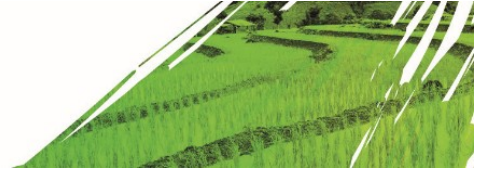


BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Diploma in Horticulture Pearson BTEC International Level 3 Extended Diploma in Horticulture
Unit number and title	Unit 36: Resource and Operations Planning for Event-based Horticultural Activities
Learning aim(s)	C: Produce a horticultural plan for an event to meet a given brief
Assignment title	Promoting horticultural events
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	The large country estate you work for has just held a one day, ticketed public horticulture show (<i>Unit 16: Participating in Horticultural Tasks at Events</i>). This turned out to be very successful and they would like to run another event with a horticultural component. They have asked you to propose and produce a plan for an appropriate horticultural component of an event. Your employers do not know what event to run, but have provided you with an event brief, which outlines the aims, budget and venue design you should work to.
Task 1	Prepare and produce a written plan for your proposed horticultural component of an event to be held at the country estate (<i>select your event through discussion with your assessor</i>). The horticultural event plan must be well-developed, and realistic. Information should be organised in a logical way, presented in a professional format, and should be suitable for potential use by the estate event manager. A) Plan for each of the following, and any other appropriate planning requirements you identify. For each aspect provide a rationale detailing how your plan will meet the event brief and promote the success of the event: • goals, objectives and critical success factors • how the horticultural aspect and objectives of your planned event fits in with the overall event brief and venue design • infrastructure, equipment and services requirements: - o selection of contractors and sub-contractors - o planning and construction/set up of the area and/or infrastructure to be used for the horticultural activity in the event - o delivery and installation of equipment and services to be used for the horticultural activity at

	the event - o safe removal of equipment and services for the horticultural activity - o dismantling the infrastructure • horticultural tasks and resources e.g. selection and care of plant stock • effective visitor management strategies • procedures for dealing with fire, first aid, contingencies and major incidents • managing rubbish, waste-water disposal and organic waste in line with sustainable practices • communication methods • skills types required and specific roles for a successful horticultural activity, allocating people to different aspects of the plan • allocating resources, e.g. plants, compost, construction materials, ornamental features • clearly outline realistic effective financial costings for their horticultural plan, to include: - o a breakdown of potential income streams and spending amounts - o how financial resources will be allocated - o how budgets will be monitored and managed - o financial contingencies and actions if overspend occurs. B) Review the effectiveness of your plan in meeting the given event brief. This should show an in-depth understanding of the indicators used to measure effectiveness e.g.: • how well does your horticultural event plan meet the aims of the event brief • to what extent does the proposed plan meet budgets set in the event brief • completion of a swot analysis • suggest any improvements or further development you could make to better meet the given event brief. Use appropriate terminology consistently and accurately throughout.
Checklist of evidence required	Written horticultural plan for a chosen event Written evaluation of your horticultural plan



Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.D3	Produce a comprehensive horticultural plan for an event, evaluating the effectiveness of the plan in meeting a given brief.
C.M3	Produce a detailed horticultural plan for an event, justifying choices made in developing the plan to meet a given brief.
C.P5	Produce a basic horticultural plan for an event to meet a given brief.
C.P6	Review the extent to which the horticultural plan meets a given brief.

Sources of information to support you with this Assignment	Books Berners, P. (2017) <i>The Practical Guide to Organising Events</i>, Oxon: Routledge. ISBN-13: 978-0415789967 Capell, L. (2013) <i>Event Management For Dummies</i>, West Sussex: John Wiley & Sons. ISBN-13: 978-1118591123 Conway, D.G. (2019) <i>The Event Manager's Bible</i>, 3 edn., Oxford: How to Books Ltd. ISBN-13: 978-1472143464 Journals and Magazines Horticulture Week BBC Gardeners World Nature (www.nature.com/hortres/) Horticultural Plant Journal
Other assessment materials attached to this Assignment Brief	NB to Assessors: Assessors should provide an event brief which meets local needs. As a minimum learners will need to be given aims and a budget to work to.